

II. What's in a Name?

(Physical Education 8-10; also appropriate for Career & Personal Planning 8-10, Information Technology 8-10, English Language Arts 8 and 9, and Visual Arts 10)

SHARED LEARNING

- Traditional and contemporary Aboriginal images are used in sports marketing.

PRESCRIBED LEARNING OUTCOMES

It is expected that students will:

- identify and demonstrate positive behaviours that show respect for individuals' potential, interests, and cultural backgrounds
- identify the knowledge, skills, and personal attributes required to qualify for specific careers related to physical activities

PURPOSE

- to have students explore and research the issue around the use of Aboriginal images in sport and marketing.

SUGGESTED TIME FRAME

- three to four hours

APPROACH

Part A: Introduction

1. As a class, brainstorm examples of team names or logos that include Aboriginal images. Examples may come from local, high school, college, or professional sports. You may wish to give students time to look for examples on TV, in newspapers, in magazines, etc.
2. Using a few names or logos as examples, discuss the stereotypes of Aboriginal peoples as represented in the logos (e.g., wild, strong, fast, mean, savage).
3. In small groups, have students discuss the following questions:
 - How do you feel about the whole issue of teams naming themselves after Aboriginal peoples? Is it right or wrong? Why?
 - Why do teams use the Aboriginal image to begin with? What are they trying to convey?
 - If you were a team owner, coach, or school principal what would you do?
4. Have groups share their ideas with the class.

Part B: Internet Assignment

1. Have students use the Internet to find and copy as many sports images (e.g., logos, mascots, names) as they can find that use Aboriginal imagery.
2. Students should create a poster with the names and/or logos and comment on the level of stereotyping and appropriateness of each. For example:
 - is this logo derogatory toward Aboriginal peoples? What stereotypes does it support?

A good place for students to start their search is the various on-line sports networks (e.g., TSN, ESPN, CNN Sports).

Part C: Create Your Own Team Name and Logo

Have each student name (or rename) a team from any sport, and design a team logo that uses Aboriginal imagery and/or language in a respectful way.

Part D: Write a Letter

Have each student write a letter to a team owner or coach, or a school principal explaining:

1. why they believe that the name and logo for their team promotes negative stereotypes of Aboriginal peoples
2. the reasons why this is not appropriate
3. suggestions on what they could do to remedy the situation.

ASSESSMENT

- Evaluate students' participation in large-group and small-group discussions.
- Look for evidence, as shown in the quality of their work, of increased student understanding and awareness of the inappropriateness of using certain Aboriginal images in sports marketing.
- Evaluate student effort, creativity, and sensitivity to cultural backgrounds in the logo artwork, letters, and discussions.